

Get your fundraiser off to a great start by downloading the following available resources:

- Harvest Montana Fundraiser How-to Guide
- Background brochure and order form images
- Sample brochure, timeline, poster, press release, etc.
- Reports from successful Harvest Montana Fundraiser offerings

<http://opi.mt.gov/Farm2SchoolFundRaising>

For more information, contact:

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Harvest Montana Fundraiser

Healthy Kids, Healthy Farms, Healthy Communities

Spring 2011



**Take action for healthy kids
by organizing this fundraiser
in your community!**

How to organize the Harvest Montana Fundraiser in your community!

This fundraiser was developed by Montana Team Nutrition in 2008 to provide a healthy fundraising alternative. **If your group would like to use this concept in your community, we ask that you retain the focus on healthy, local foods, or products that support a healthy lifestyle and Montana agriculture.**

Some products that sell well **and** maintain the healthy and local intent of this fundraiser include items grown, raised, or made in Montana such as:

- Whole-grain cereals, flours, and bread mixes
- Lentils, beans, and soup mixes
- Lean meats
- Farm fresh fruits and vegetables
- Honey
- Jams
- Body care products that include ingredients such as: goat milk, emu oil, pumpkin puree,

honey, and beeswax

Limit energy dense or low-nutrient content foods to less than 25 percent of the total products and avoid selling items that do not directly benefit

Montana agriculture. Examples include:

- Cookies
- Candies and chocolate
- Sweet breads/mixes

Step 1: Read the How-to Guide and past reports, download at <http://opi.mt.gov/Farm2SchoolFundRaising/>

Step 2: Bring this fundraising idea to your school, group, or club. Get approval before proceeding with the fundraiser and determine a fundraiser point person (organizer) and committee.

Step 3: Decide upon the goals and purpose of your fundraiser.

Step 4: Set timeline and start planning early (3 to 6 months).

Step 5: Locate and secure commitment from vendors. Finalize product selection.

Step 6: Create brochure, order form, posters, and other fundraiser materials.

Step 7: Notify and involve local media early and throughout your fundraiser. By creating a “buzz” around the fundraiser you can increase your sales!

Step 8: Sell away!

Step 9: Prepare for delivery day.

Step 10: Follow-up, celebrate, and reflect.

Comment (AD1): Change the guiding principle statement to be one statement with 3 points and then direct to how-to guide for more product guidelines

Download the How-to Guide at <http://opi.mt.gov/Farm2SchoolFundRaising/>